

**ADVANCED CHOICES.  
FUSS-FREE.  
STRATEGIC.**

**freedomline™**

## **MORE DISPLAY. FEWER COMMITMENTS.**

You know it's time to **turn up the heat** at your next show, and you're looking for **freedom from the constraints** imposed by your limited:

- Staff
- Time Horizon
- Budget
- Warehouse Space

You've likely committed to more than a 10' by 10' booth for this major event, and you need to look like you belong in that bigger space.

## **COMMIT TO RESULTS, NOT COSTS**

**FreedomLine** is our collection of display options designed to provide exhibitors with the additional degrees of freedom they need to succeed at their upcoming major event while accommodating the demands of their day-to-day business realities.

**Your job description** has a line item way down near the bottom that states, "manage our exhibition strategy." Beyond the **many things** you need to accomplish every day, your big trade show event is just a **blip on the calendar**.

Still, the **concentrated results** from those few days each year can be significant to your organization. Yet you know dealing with all the **intricate details** surrounding just one major show can be **suffocating**. Their infrequency means **you probably don't have dedicated staff** and resources to handle it.

*How can you optimize your results from the show when you don't have the time, staff and budget to pull it off the way you should?*

## **THE CLEVER WAY TO HASSLE-FREE SUCCESS**

**Displayit's FreedomLine** offers several **packages**, many with a **rental option** at their core, that enable you to **enjoy the perfect exhibit** to optimize your trade show strategy without backing you into a corner with unnecessary commitments. Here's more about how that will work for you.



  
**displayit**

Liberate your Exhibit Plans call 

**displayit.com**  
**1.800.207.0311**

# THE COMPELLING ADVANTAGES



## STAFF

Your trade show checklist is really long.

**FreedomLine** frees you up to **focus on the items you do well**, while we handle the rest. We can take care of exhibit delivery and setup, **so all your staff has to do is show up**. Then we tear it down, pack it up, and ship it out when the show is over. We take care of all maintenance, including repairing and replacing damaged or missing items. To further **reduce staff overload and anxiety levels**, Displayit's creative services team can **augment your marketing staff**. That may include designing captivating graphics that flow your messaging and visual elements onto the exhibit, and managing the design, printing and shipment of printed materials to hand out at the show. Now your staff is free to **focus on your prospects and customers**.

## TIME

You are freed from committing to a long-term exhibit strategy. **FreedomLine** lets you **adapt your display strategy as your marketing strategy evolves**. Most exhibits based on a purchase model are amortized over a three- to five-year span. If you're not comfortable committing to a marketing strategy for that long, **FreedomLine** lets you **change your look, size and shape from year to year**. Plus, our staff designers are ready to work with you to **revise your graphics and messaging** as your products and services evolve year to year. **FreedomLine doesn't make you predict your future; it enables you to direct it**.

## BUDGET

**FreedomLine** can do nice things for your budget. In general, we can provide you with a **more impressive display for the same dollars** when comparing a **FreedomLine** package to an outright purchase. Quite simply, you can now **afford the bigger, custom look you really want**, which might include **video and multi-media** equipment. Plus, **FreedomLine** can convert your exhibit dollars from a capital expense (CAPEX) to an **operating expense (OPEX)**. That becomes especially important if you only need the exhibit once. And if freedom means you'd like to **spread your payments** out over several months, or be able to budget now for the next couple of years, we can include that in your own personalized **FreedomLine** package.

## SPACE

You are freed from having to store your exhibit structure. Displays designed for larger booths can be **bulky, consuming valuable floor space** you might not have. Plus, storing a display that is used only once or twice a year carries **other risks**. Collectively, they contain a lot of parts, each of which is vital to the integrity of your exhibit. If any of them "walk off" between shows, your next show is compromised. Plus, the shipping crates are heavy; **if you don't have pallet jacks and forklifts**, storing a big exhibit could be a **huge liability** for you. With Displayit's **FreedomLine**, **you never have the hassles that come with storing your exhibit**.



**freedomline**<sup>™</sup>  
by displayit

Set your exhibit  
worries free

Call 1-800-207-0311